

calculating the relevancy of a resource based on a particular query;

rating, by multiple users, said calculation of relevancy of the resource;

E1 collecting said ratings from said multiple users; and incorporating said collected ratings into calculation of relevancy of the resource so that [said] traditional calculation methods are refined and more accurate.

(currently amended)

4. A method for refining the calculation of relevance of a resource on an Internet, based on a query for relevant resources, through the use of user ratings, comprising the steps of:

implementing a particular user query;

calculating the relevancy of a resource based on a particular query;

rating, by multiple users, said calculation of relevancy of the resource;

E2 collecting said ratings from said multiple users; and incorporating said collected ratings into calculation of relevancy of the resource so that [said] traditional calculation methods are refined and more accurate.

wherein the step of calculating the relevancy of a resource further comprises the steps of

providing an Internet search engine to the multiple users, with said search engine performing said calculating of relevancy, said calculating based on traditional methods;

formulating through the use of said search engine  
calculated relevancy, a query result list of proposed  
resources to visit in response to the particular query;

the step of rating the relevancy of a resource further  
comprises

supplying said query result list to the multiple users;

prompting each of the multiple users to visit resources  
on said query result list and rate the resources visited in  
response to the particular query;

the step of collecting said ratings further comprises

gathering a set of evaluations from each of the  
multiple users who have rated said visited resources; and

E2 the step of incorporating said collected ratings  
further comprises

modifying said calculation of said search engine  
relevancy for said visited resources particular query based  
on said set of evaluations;

providing, to a user, a means for creating multiple  
profiles consisting of various demographic and psychographic  
data, the user is any one of the multiple users;

creating by the user, said multiple profiles;

providing, to the user, a mean of selecting one  
profile from said multiple profiles; and

selecting, by a user, said one profile prior to  
submitting the particular query.

[currently amended)

E3 18. A method for  
refining the calculation of relevance of a resource on an  
Internet, based on a query for relevant resources, through

the use of user ratings, comprising the steps of:

implementing a particular user query;

calculating the relevancy of a resource based on a particular query;

rating, by multiple users, said calculation of relevancy of the resource;

collecting said ratings from said multiple users; and

incorporating said collected ratings into calculation of relevancy of the resource so that [said] traditional calculation methods are refined and more accurate,

wherein the step of calculating the relevancy of a resource further comprises the steps of

E3 providing an Internet search engine to the multiple users, with said search engine performing said calculating of relevancy, said calculating based on traditional methods;

formulating through the use of said search engine calculated relevancy, a query result list of proposed resources to visit in response to the particular query;

the step of rating the relevancy of a resource further comprises

supplying said query result list to the multiple users;

promoting each of the multiple users to visit resources on said query result list and rate the resources visited in response to the particular query;

the step of collecting said ratings further comprises

gathering a set of evaluations from each of the multiple users who have rated said visited resources; and

the step of incorporating said collected ratings further comprises